

CLAIMS:

1. 8 10 A method of enabling disintermediation in a business model, comprising embedding extra information related to the business model in content (116), distributing the content (116) with the embedded information via a third party (202) to a rendering device (204) for output (120) to a receiver (220) arranged for processing the embedded information in the course of the business model. ps 2 + 1
2. A method as claimed in claim 1, whereby the extra information is related to an e-commerce application. ps l 18 +
3. A method as claimed in claim 2, whereby the receiver (220) is arranged for participating in the e-commerce application. ps 2 l 24 +
4. A method as claimed in claim 1, whereby the extra information is embedded in the content (116) by means of a watermark. ps 2 l 7
5. A method as claimed in claim 1, whereby the output (120) is in the acoustical domain. ps 2 l 18 - 23
6. A method as claimed in claim 1, whereby the receiver (220) comprises a mobile phone. ps 2 l 18-23
7. An arrangement (100) for enabling disintermediation in a business model, comprising a content source (201) for embedding extra information related to the business model in content (116), a distributor (202) for distributing the content (116) with the embedded information to a rendering device (204) for output (120) to a receiver (220) arranged for processing the embedded information in the course of the business model. ps 1 i, 2
8. A receiver (220) for use in the arrangement of claim 7, comprising receiving means (131) for receiving a signal (120) comprising extra information related to a business

Sec 1-4 above

- ps 2 e 14-17

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